



USAID
FROM THE AMERICAN PEOPLE



ISSUE BRIEF

HIV/AIDS Public-Private Partnerships

Since the inception of its international HIV/AIDS program in 1986 – just two years after the HIV virus was isolated and identified – the U.S. Agency for International Development (USAID) has been on the forefront of the world's response to the global AIDS pandemic. Today, with nearly 40 million people living with HIV/AIDS, USAID is a major partner in the \$15 billion U.S. President's Emergency Plan for AIDS Relief (Emergency Plan/PEPFAR), the largest and most diverse HIV/AIDS prevention, care and treatment initiative in the world. In fiscal year 2006 alone, USAID implemented more than 60 percent of Emergency Plan programs, allocating nearly \$2 billion in HIV/AIDS program funding. In order to translate this funding into action, USAID collaborates with a wide array of partners in developing countries including local companies and multi-national corporations. With effective coordination, these public-private partnerships can significantly expand quality HIV/AIDS treatment, prevention, and care interventions.



An adherence counselor at the PEPFAR-supported Binh Thanh Out Patient Clinic shows a patient how to fill and use a pill box to support antiretroviral treatment adherence.

What constitutes a partnership with the U.S. government in HIV/AIDS?

A public-private partnership is an agreement between a private corporation and a U.S. government agency to coordinate in-country AIDS activities in one or more of the following areas: treatment, prevention, care of individuals infected with HIV, care of orphans and other vulnerable children, sustaining jobs, engaging additional businesses, and strengthening national AIDS policies.

What are the benefits of public-private partnerships?

Many companies in the developing world already dedicate significant resources to health and education programs, including HIV/AIDS. Health, however, is generally outside of their area of specialty and USAID can bring significant benefit to businesses by providing technical guidance for HIV/AIDS and other health initiatives. Through coordinating contributions of program resources, efficiencies are increased for all partners. Collaboration also provides corporations with the opportunity to cost share with the U.S. government, providing further cost savings.

USAID views public-private partnerships as an opportunity to work with organizations that already have an established infrastructure and reach in the communities where they work. Enhanced coordination reduces bottlenecks and increases a country's absorptive capacity. Finally, collaboration increases access to a company's unique expertise and core competencies, strengthening the sustainability of USAID's programs in HIV/AIDS.

What expertise do corporations bring to HIV/AIDS partnerships?

Many of the activities that are central to a particular company's work such as marketing, recruiting, training, logistics, manufacturing, or policy advocacy can be utilized in the fight against HIV/AIDS. By lending this expertise, particularly in the form of personnel, a corporation is giving more than money can buy. A company can make these contributions through direct company action, working with local business coalitions, or by partnering with governments and civil society.

What are some examples of existing public-private partnerships?

Coca-Cola—USAID is proud to partner with the Coca-Cola Company, who works in 56 of 57 countries in Africa, making it the largest private sector employer on the continent. This alliance supports HIV/AIDS treatment, prevention, and care for Coca-Cola bottlers' employees and families. The alliance also supports community outreach initiatives for orphans and other children affected by AIDS, including job creation.

Coca-Cola has also contributed some of their core competencies to the fight against HIV/AIDS including the loaning of marketing executives to assist in shaping effective AIDS prevention messages. Additionally, Coca-Cola has contributed their extensive distribution network to disseminate AIDS related commodities, including prevention pamphlets.

Pfizer—This company demonstrated leadership and committed itself to providing their most valuable asset, their employees, in the fight against AIDS. Pfizer's Global Health Fellows program loans personnel worldwide to nongovernmental organizations (NGOs) and the President's Emergency Plan for AIDS Relief. Historically, Pfizer loaned medical personnel. Complementing the President's Emergency Plan, Pfizer now loans financial and organizational management experts that support partner NGOs and local ministries to strengthen health systems.

The Mothers to Mothers to Be Program (M2M2B) in Cape Town, South Africa is expanding its reach to HIV-positive mothers because of the Pfizer's Global Health Fellows program. As a result of Pfizer loaning a fellow with an expertise in financial management, the M2M2B program was able to open 15 new sites and plan for 17 more.

IAVI-GSK Biologicals Partnership—The USAID-funded International AIDS Vaccine Initiative (IAVI) launched a public-private partnership with GlaxoSmithKline Biologicals (GSK) to develop an AIDS vaccine using a promising new technology. Industrial engagement is essential to accelerating the search for a vaccine, since most vaccine product development expertise resides in biopharmaceutical companies. The collaboration – the first-ever in AIDS vaccine research between IAVI and a major vaccine company – will facilitate early research and development of GSK's non-human primate adenovirus vaccine vector as an enabling component of an effective AIDS vaccine. IAVI will contribute technical expertise and funding, and GSK and IAVI researchers will form a joint research and development team.

Heineken-Ghana Breweries—This company committed itself to providing antiretroviral therapy to its HIV positive employees, but needed support to realize this pledge. With funding from the U.S. and Dutch governments, medical facilities were strengthened to provide these services to the employees as well as to the general community. This alliance also developed a scheme to include antiretroviral therapy in existing private sector insurance plans.

Alexander Forbes, Ltd.—USAID and Alexander Forbes collaborated on the introduction of a managed-care health plan in South Africa, currently covering about 20,000 workers and soon expanding to an additional 50,000. This health care option greatly expands availability of antiretroviral therapy to HIV-positive individuals and general health services to all who are covered. The plan is highly attractive as it saves money for participating companies by sustaining the life of valuable workers and controlling the use of some medical services.

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